

## ORDER



Orders	Order / Rev:	701845 - 6	Primary AE:	Aaron Ashe
	Alt Order #:	06250958	Sales Office:	T-WAS
	Product Desc:	DSCC IE	Sales Region:	NAT
	Estimate:	1505		
	Flight Dates:	10/09/12 - 11/05/12		
	Original Date / Rev:	07/24/12 / 10/29/12		
	Order Type:	Political		
Agency	Name:	Great American Media/ POL		
	Buying Contact:	Linda Bassett	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW, Ste. 800	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	DSCC		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Candidate/US Senate	Order Separation:	00:15:00
	Priority:	P-2	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	45	\$136,600.00	\$116,110.00	October 2012	45	\$136,600.00	\$116,110.00	0.00
10/29/12	11/05/12	17	\$38,600.00	\$32,810.00	November 2012	17	\$38,600.00	\$32,810.00	0.00
					Totals	62	\$175,200.00	\$148,920.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTSP-TV	25%	\$175,200.00
Market	100%	\$700,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	27%	\$189,216.00
WFTS	16%	\$112,128.00
WMOR	1%	\$7,008.00
WTOG	3%	\$21,024.00
WTTA	1%	\$7,008.00
WTVT	18%	\$126,144.00
WVEA	0%	\$0.00
WWSB	9%	\$63,072.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	WTSP	10/23/12	10/29/12	Price Is Right	CM	11a-12p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
Price Is Right																
2	WTSP	10/09/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/23/12	10/29/12	MTWTF--			1	\$1,800.00	0.00							
2	WTSP	10/09/12	11/05/12			CM	12-1230p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	6	\$10,800.00

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Advertiser: DSCC  
Product Desc: DSCC IE  
Estimate: 1505

**WTSP-TV**

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Flight Dates: 10/09/12 - 11/05/12

Advertiser: DSCC  
Product Desc: DSCC IE  
Estimate: 1505

**WTSP-TV**

Totals 62 \$175,200.00